| | |
|---|---|
| **From:** | Ehud Barak <ehbarak1@gmail.com> |
| **To:** | Fegel Gary <gary@fegel.com><br>Ion Bogdaneris <ion@gmfcapital.com> |
| **CC:** | |
| **Date:** | Mon, 6/15/2015 2:50:24 PM |
| **Subject:** | Fwd: Meeting Presentation |

Continue 4. EB

Sent from my iPhone

Begin forwarded message:

**From:** gil lemel <lemel1@gmail.com>
**Date:** June 14, 2015 at 18:25:01 GMT+3
**To:** Moshe Sheffer <moshesh@fstbm.com>
**Cc:** Ari Zeevi Farkash <ari@fstbm.com>, Ehud Barak <ehbarak1@gmail.com>, Zvi Neta <zvin@ael-group.co.il>, Dan Vigdor <dani.dan.dan.xxx@gmail.com>, Mayer Gniwisch <mayergniwisch@gmail.com>, "Danield@arnon.co.il" <Danield@arnon.co.il>, Gal Rosen <galr@ael-group.co.il>
**Subject: Re: Meeting Presentation**

thank you .

can you just explain the big changes in compare to the monthly expenses until July 1st ?

also pls send :

1 marketing expense break down .( 4.2mil in the next 12 month .)

2. salaries - did we change any of the salaries ? ( if yes pls send breakdown )

3. Hr - number of employs in Israel and USA ?

it will be easy if you add 2014 first 6 month so we can understand the difference and were it is allocated.

in the file i have total expenses per month was 350k and now is more then 700 .( pls correct me if i am wrong )

Thanks.

Gil

Ps - in the presentation you wrote about Esop allocation - can you send more details about that ? ( who and how many shares )

On 14 June 2015 at 17:26, Moshe Sheffer <moshesh@fstbm.com> wrote:

Hi Gil,

The presentation that was sent included, besides the budget, the short-term strategy and goals and is minimized in the explanations as we planned to discuss verbally most of the slides.

I don't believe that diving into the numbers without understanding the big picture is effective.

I've attached the detailed monthly budget as you requested that supports the numbers in the presentation.

If you have any questions I will be happy to answer.

Thanks,

Moshe Sheffer

CFO

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**From:** gil lemel [mailto:lemel1@gmail.com]
**Sent:** Sunday, June 14, 2015 2:53 PM
**To:** Moshe Sheffer
**Cc:** Ari Zeevi Farkash; Ehud Barak; Zvi Neta; Dan Vigdor; Mayer Gniwisch; Danield@arnon.co.il; Gal Rosen
**Subject:** Re: Meeting Presentation

Thanks Moshe .

regard the budget please send a full detailed budget so the board members can approve it ( the one pager on the pretension is not a budget ).

the budget is the most important decision for the company board and reflects the strategy of the company for the coming months.

since in the presentation you show a dramatic increase in the expenses of the company i believe it is important to the board members to get a full

detailed budget so they can understand it and then comment or just approve it.

we all have a detailed excel of the company budget in and expenses before the new investment and i believe that the best-way will be to send this

excel after updating the numbers with the new budget .

(i am attaching the old one )

Thank you ..

Gil

On 14 June 2015 at 13:59, Moshe Sheffer <moshesh@fstbm.com> wrote:

> Hi all,

Per Gil Lemel request and the absence of Zvi Neta, we are postponing the board meeting tomorrow.

An updated Outlook invitation will be sent to you later by Hagar.

In the meantime, we will act based on the work plan and budget send to you toward the board (see attached).

Thanks,

Moshe Sheffer

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**From:** Moshe Sheffer
**Sent:** Saturday, June 13, 2015 9:26 PM
**To:** Ari Zeevi Farkash; Ehud Barak; Zvi Neta; lemel1@gmail.com
**Cc:** Dan Vigdor; Mayer Gniwisch; Shahar Belkin; Danield@arnon.co.il; Gal Rosen; Moshe Sheffer
**Subject:** Meeting Presentation

Hi all,

Please find attached the presentation that will be presented during our meeting this Monday, June 15th.

Thanks and Shabat Shalom,

Moshe Sheffer

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Gil Lemel

Lv Holdings Ltd

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